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PATENTS
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : M. Scott Reichardt et al.
Application No. : 10/618,154 Confirmation No. 4144
Filed : July 11, 2003
For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISEMENT
AND MERCHANDISING OPPORTUNITIES
Group Art Unit : 2623

New York, New York 10036
June 18, 2008

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97, applicants
hereby make the following references of record in the above-
identified patent application:

U.S. Patent Documents

| | | |
|--------------|------------|------------------|
| 2002-0042918 | 04-11-2002 | Townsend et al. |
| 5,231,664 | 07-27-1993 | Bestler et al. |
| 5,585,838 | 12-17-1996 | Lawler et al. |
| 5,659,350 | 08-19-1997 | Hendricks et al. |
| 5,945,987 | 08-31-1999 | Matthew W. Dunn |
| 6,005,562 | 12-21-1999 | Shiga et al. |

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|-----------|------------|----------------|
| 6,240,555 | 05-29-2001 | Shoff et al. |
| 6,388,714 | 05-14-2002 | Schein et al. |
| 6,637,032 | 10-21-2003 | David Feinleib |
| 6,745,391 | 06-01-2004 | Macrae et al. |
| 6,934,965 | 08-23-2005 | Gordon et al. |
| 7,117,440 | 10-03-2006 | Gordon et al. |
| 7,174,512 | 02-06-2007 | Martin et al. |

The aforementioned references are listed on the accompanying Form PTO/SB/08A (submitted in duplicate). Pursuant to 37 C.F.R. § 1.98(a)(2)(ii), copies of the above "U.S. Patent Documents" are not provided.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

It is respectfully requested that these documents be (1) fully considered by the United States Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08A, as considered and initialed by the Examiner, be returned with the next communication.

This Statement is being submitted after the mailing date of the first Office Action on the merits but before the mailing date of a final action, a notice of allowance, or an action that otherwise closes prosecution on the application. The Director is hereby authorized to charge payment of the \$180.00 fee required in accordance with 37 C.F.R. § 1.97(c)(2), and any other required fee, or credit any overpayment, to Deposit Account No. 06-1075. A Transmittal Form PTO/SB/21 is enclosed in duplicate herewith for that purpose.

Consideration of the foregoing in relation to this patent application is respectfully requested.

Respectfully submitted,



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